

# Tyson Joseph

Presenter, Writer and Director



## BIOGRAPHY

Tyson Joseph is a passionate advocate for the power of hope, and a compelling speaker on all things relating to personal transformation. His insights and ideas have been developed through a challenging childhood, and a life time of study in New Thought Philosophy, meditation and mindfulness. Tyson's unique experiences, and perspectives, make for a powerful emerging voice on, resilience, forgiveness and hope. With a talent for creating content to make you smile and think, Tyson's work (just like his life) combines hyper playfulness, with grittiness and deep reflection.

As a creative, working between London and New York, Tyson was part of an MTV-video award-winning team, and developed campaigns for multiple brands (including Paul Smith, GQ, Google, Tom Ford, Top shop, Land Rover and many others). After 10 years developing his experience in the field, Tyson left his agency, with a mission to produce, and present, stories about hope and optimism.

Within a year, Tyson became the go-to creative for all things well-being and mental health. He worked on mindfulness films with Goldie Hawn, for Mind Up; films on overcoming anxiety and depression for Ruby Wax's- Frazzled Tour, meditation and mindfulness films for the Oxford Mindfulness Institute, the -NHS, Heads Together, the government-backed Mindfulness in Schools Project; and a documentary with the co-founder of Head Space for the UK government's, All-Party Parliamentary Group on Mindfulness.

In the spirit of hope and optimism, Tyson self-funded his film I am not your Villain-for the UK charity, Changing Faces. This piece of short-form documentary activism highlighted the need for positive and diverse portrayals of characters with visible differences in film and media. The film was not only picked up by every major trade publication, but resulted in the creation of a new policy by the BFI, stating they will no longer fund films in which the villains are portrayed as having facial disfigurements.

As a speaker and presenter -Tyson is unapologetically about projects that spread hope, make you think, and leave you with a smile

## ONLINE / DIGITAL

DATE	PRODUCTION (ROLE)	COMPANY	PROJECT DETAILS
2015	Director	Holly Holden	Introducing
2013	Writer / Director	Dead on tv	Already gone
2013	Writer / Director	Blackmoth	Love sensation
2012	Writer/ Director	Jerome Thomas	Don't go

## BRANDS / PROJECTS

DATE	PRODUCTION (ROLE)	COMPANY	PROJECT DETAILS
------	-------------------	---------	-----------------



INDEPENDENT TALENT GROUP LTD

40 WHITFIELD STREET LONDON W1T 2RH

TEL: +44 (0)20 7636 6565 FAX: +44 (0)20 7323 0101

REGISTERED IN ENGLAND NUMBER 4338525 EMPLOYMENT AGENCY,  
REGISTERED OFFICE 40 WHITFIELD STREET LONDON W1T 2RH

2019	Director	Welcome Trust	Mindfulness spaces
2019	Director / Photographer	Top shop	Jada Sezer
2019	Director / Photographer	Speedo	Jada Sezer
2019	Director / Photographer	Land Rover	Jada Sezer
2018	Director / Producer	I am not your villain	Changing faces
2018	Writer / Director	Allen & Overy	Warchild project
2018	Writer / Director	Nolan Bushnell	From Atari to Blockchain
2018	Writer / Director	Frazzled tour	Ruby Wax
2018	Writer / Director	NHS	Aspire project
2018	Write / Director		Mindfulness in schools project
2018	Director	Dr David Hamilton	Science of Kindness
2016/17/18	Writer / Director	Mindup	Goldie Hawn
2017	Director	Oxford University	Mindfulness based Cognitive Therapy - Founders documentary
2016	Camera operator	Paul Smith	Cycle shoot